

# R. H. Macy & Co.

HERALD SQUARE Inc. NEW YORK



## Correct Styles for October, as Seen in A Collection of New Hats Specially Priced at \$5.94

Correct modes for fall, carried out in hats of excellent material at \$5.94. That's a millinery achievement—unique with Macy's. And that's why our trimmed hat department is so well patronized by women who know.

The collection on sale tomorrow and Saturday includes:

### Large Hats of Panne Velvet

reflecting the trend of style in Paris, with their trimming of velvet choux and glycerined ostrich.

Smart Off-the-Face Models and Turbans, to say nothing of youthful hats of shirred velvet.

We call your special attention to:  
200 Real Felt Hats—trimmed with metallic ribbon bows, which are also included in this collection at \$5.94

Macy's—Second Floor, 34th Street, Front.

## An Extraordinary Sale of Newly Imported Spun Silk and Wool Sweaters and Sweater Suits

One of the season's most extraordinary offerings of knit apparel—the modern Vogue. Each item is hand fashioned of exquisite quality spun silk and Australian wool. The detail and finish are perfect.



A is a one-piece Sweater Sport Frock which comes in combination of rose, primrose, champagne, blue, gray and other colors.

**\$12.74**

Our Usual Price  
Would Be \$29.75



B is a hand made wool slip-on of medium weight—in reseda, white, shell, olive, cherry, brown, blue, emerald, black and white.

**\$4.64**

Our Usual Prices  
Would Be \$12.74 to \$17.74



C is a pure spun silk Tuxedo Sweater Suit in twenty colors and combinations.

**\$16.74**

Our Usual Prices  
Would Be \$33.75 to \$44.75

Macy's—Third Floor, 34th Street, Front.

## New Imported Dress Trimmings and Beaded Tunics at Special Prices

The graceful, languid language of the new mode finds its bright, sparkling accents in the trimmings which enhance it. Gorgeous bits of bead work, glittering plaques to fasten a low-draped girle—all proclaim their French origin in their exquisite color tones.

### Beaded Girdles and Belts

\$1.19 to \$16.89  
Charmingly unusual designs and exotic colors, for evening or street frocks. Black with steel, red, blue, silver, bronze, pearl or brilliant rhinestones.

### Cabochons and Dress Buckles

98c to \$9.94  
Parisian dressmakers have used these in diverse clever fashions, on coats, wraps, suits and dresses.

### Beaded and Spangled Bandings

23c to \$12.89 yard  
In every lovely color and width, in shimmering profusion. Fine cut beads, spangles, rhinestones and pearls in entrancing combinations.

### Imported Metal Cloth

24 in. wide, \$2.54 yard  
36 in. wide, \$4.54 yard  
Finely woven, soft and pliable, in gold, silver, old gold and steel.

### Satin Back Metal Cloth

36 in. wide, \$5.94 yd.  
A heavy, luxurious quality, for gowns, wraps, millinery and trimming. Silver, gold, old gold, steel and combinations of silver with rose, blue, green and orchid.

### Beaded and Spangled Tunics

\$18.48 to \$79.50  
A host of beautiful robes and tunics, lavishly beaded or spangled, in models for nuns or matrons. In shimmering evening shades and black.

Macy's—Main Floor, 34th Street.

## Misses' New Suits

For Crisp Fall Weather

**\$29.75**

Trim street-suits, jaunty sport-suits, and suits for both street and sport are these, smart and well tailored, in Poiret twill, tweed and tricotine.

The many styles include short box coats, thirty-six inch models, and the ever more popular knicker suits in three-piece effects.

The tweeds come in all the light and dark autumn mixtures, the twills and tricotines in navy and black.

Sizes 14 to 20.

Macy's—Third Floor, Center, Front.



## Misses' New Fall Frocks

207 Exceptional Dresses at

**\$13.74**

Expressing smart simplicity in wool Jersey and velveteen.

A—The long-waisted blouse of embossed velveteen—one of the smartest of the new fabrics—combined with a plain velveteen skirt, makes this engaging frock. In navy, brown and black.

B—Of twill-back velveteen or navy Poiret twill, the novel braided yoke gives this charming frock the fashionable drooping shoulder line. It has braided cuff effect on sleeves and girdle to match. Navy, brown and black in velveteen.

C—This blithe young person wears wool Jersey in over-blouse style, the skirt modishly pleated, the blouse covered with contrasting wool embroidery in Chinese design. In attractive combinations of brown, beaver, navy and henna.

Sizes 14 to 18 years.

Macy's—Third Floor, 34th Street, Front.

## Continuing Our Great Sale of Gloves For Women

Imported G'ace Gloves. 69c

Two clasps, Paris Point backs. In brown, gray and beaver.

Chamois Finished Lisle Gloves, Mousquetaire Style, 79c

12-button length, two clasps at wrist. In white, mastic, gray, mode and brown.

Real Kid Glace Gloves. \$1.69

Two clasps, Paris Point back.

In tan, gray and brown. Our own importation.

### For Men

Black Auto Gauntlets. \$1.39

Mitten or glove with stiff cuff. Unlined or lined with fleece.

Prixseam Cape Gloves. \$1.74

One clasp, Paris Point spear. In brown only.

### For Children

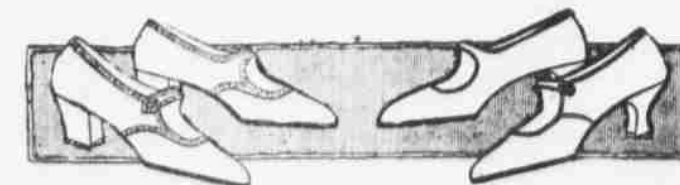
Gauntlet Gloves, Fleece Lined. 69c

Half Prix sewn. In tan and brown.

Mocha Gloves. \$1.88

Full Pique sewn, Paris Point backs. One clasp. In gray, brown and beaver.

Macy's—Main Floor, Center, Broadway.



Sale of 700 Pairs

## Women's Low Shoes \$4.49 a pair

The low price can give you no idea of the style and quality of these smart strap-pumps. There are both tailored models and the daintier types for dress wear, with high or low heels, and genuine hand-turned soles. In suede, satin, and dull calf—mostly black.

Not all sizes in every style, but every size in the lot

Macy's—Second Floor, 34th Street, Rear.

## "Marchioness"

Elastic  
Corsets

**\$4.49**

Clever affairs of flesh colored brocade with alternating sections of surgical elastic. 14 inches long and well boned (but not too much so) to give your figure that desirable flat back and trim appearance. No laces—the model closes in front. Trimmed with shirred ribbon. Sizes 25 to 32.

Macy's—Third Floor, 34th Street.



In the  
Misses' Own Section

## Sateen

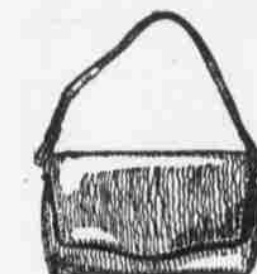
Rain Capes

Are Specially Priced

**\$2.39**

Quaint little rain capes, with hood attached—like the one Red Riding Hood wore—in which one may trip to school snug and dry through the stormiest weather. They are of excellent stout rubberized sateen in navy and maroon. Sizes 8 to 14.

Macy's—Third Floor, Center.



## Leather Hand Bags

Specially Priced at

**\$4.69**

Our Usual Price  
Would Be \$6.94

Large envelope shaped bags, made of real seal, in black and brown. Fitted with extra large mirror and inner compartment. Silk lined.

Macy's—Main Floor, 34th Street.



## Desk Sets

Specially Priced at

**\$3.96**

Our Usual Price  
Would Be \$4.69

Your choice of three finishes—brushed brass, mahogany or Tuscan. Set consists of inkwell, hand blotter, letter opener, pen stab and 12 x 19 desk pad.

Macy's—Main Floor, 34th Street, Rear.



Girls' and Junior Girls'

## New Fall Dresses

At Prices That Will Interest Mother

**\$10.74**—For occasions when she is really to be "dressed up" a frock of twill-back velveteen is most conducive to a feeling of delightful sophistication. This is a particularly smart model, for it leaves the luster of the velvet and the charm of line to have full sway and adds only two lovely rosettes of gay color to provide the final touch. In brown, black and navy blue. Sizes 8 to 16 years. Illustrated C.

**\$12.74**—A one-piece frock of soft wool Jersey that is lavishly embroidered in an all-over design of contrasting color. The neck opens in front, with a wee string tie, and there are side pleats becomingly youthful in line. In navy, henna, nut and brown. Sizes 8 to 16 years. Illustrated A.

**\$15.74**—For the junior girl, a distinctive two-piece affair, with blouse of tricotette in an unusual pattern, and a full pleated skirt of wool Jersey. Collar and cuffs of Jersey. This is a happy combination of materials and it results in a most appropriate frock for the girl of 12 to 16 years. In navy, henna, nut and brown. Illustrated B.

Macy's—Third Floor, 34th Street.



## A Complete Assortment of Coats for Girls and Junior Girls of 6 to 16

We take just three representative styles to illustrate, out of a stock that is overflowing with coats of the kind that girls like. They are all jaunty, well-made, and charming in color.

**\$17.74**—One may have a plaid back polo coat, with patch pockets, and dapper raglan sleeves. Illustrated A.

Other polo coats of Scotch checked diagonal and swaggar wool mixtures. Plain or trimmed with fur.

**\$23.74**—Typical sport models in plaid velours, heringbone velours, plain or trimmed with nutria, raccoon or opossum. Model B is plentifully supplied with pockets, has raglan sleeves, inverted pleat back and is developed in diagonal weave fabric with large shawl collar of raccoon.

**\$33.75**—Fine quality velour in long-waisted blouse style, with rows of stitching for trimming. Collar and trimming of beaver. Illustrated C. Others of broadcloth, bolivia, herringbone tweeds, trimmed with beaver, raccoon, nutria and opossum.

Other coats in stock priced at \$13.74 to \$94.75

Macy's—Third Floor, 34th Street.

## For the Youngster!

## Plaid Back

## All-Wool Coats

Specially Priced

**\$11.74**

Just the thing in which to dress the little one attractively, serviceably and inexpensively. For these all-wool coats are undeniably good-looking, are smartly made with piped seams and generous hems, have leather buttons—and are obvious good values at \$11.74. In reindeer, brown and dark Copenhagen. Sizes 2 to 6. Yoke lined with twill sateen.



Tams to Match at \$2.79

Macy's—Third Floor, 34th Street, Rear.

Merchandise Advertised Here on Sale Tomorrow, Unless Otherwise Stated

Store Hours: 9 to 5:30—Store Open All Day Saturdays

For the Macy Bakery and Delicatessen Ad See Page 10.